

## **Historic, Archive Document**

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# Colossal New Iris — ELMOHR



Originated in Colorado by Dr. P. A. Loomis. Introduced 1942 at \$25.00 each.

A robust, hardy Iris with lush foliage. Blooms often 7 inches or more across. Requires no special care or handling.

**Lustrous Mulberry Purple.** Catches the eye. A new color break in Wm. Mohr seedlings. Highly praised by keenest of Iris lovers and judges, whom I quote from Bulletins of the American Iris Society:

One says, "A fabulous Iris if there ever was one. It still has my vote as the best new variety seen anywhere in 1942." Another says, "Elmohr was one Iris in my garden that attracted every visitor this year. It is novel, rich and full bodied. A magnificent Iris." Another, "Handsome, tall, with huge wine-red blooms." Still another, "Elmohr magnificent with its immense beautifully rounded crisp and delectable flowers."

**Special Offer for 1944:** Orders booked NOW for delivery in July. Price, \$10.00 each, 3 for \$25.00, prepaid. Shipment early July, 1944. (This special offer may be withdrawn after April 1st.)

**ELMOHR AS AN INVESTMENT.** Early orders will not only be filled with "the cream of the crop", but will also carry this special guarantee: We guarantee a healthy clump with at least 3 new divisions by summer, 1945, from each root you order before April 1, 1944.

## IRIS from "Top of the World"

Our new Iris price list will be ready early June. Ask NOW (before forget) for your free copy. Long's Iris thrive in every state. Reports come back—"They're Blooming great!"

**Long's Gardens, Box F      Boulder, Colorado**

MAR 4 1944 \*

U. S. Department of Agriculture

## Colorado Grown Pansy Seed

Grown for us near Denver by Colorado's Pansy Specialist.



### Canadian Giants

(Improved Maple Leaf)  
Very large. Mixed. Pkt. 25c.

### Engelmann's Giants

Giant blooms, compact plants. Mixed. Pkt. 25c.

### Geneva Giants

A gigantic strain of Swiss Giant type. Mixed. Pkt. 25c.

### JD's Super Giants

A well balanced mixture of our best mammoth strains. Pkt. 25. (1/8 oz. \$1.60)

### Mile-High Mixed

A winner in every state. Sturdy plants. Colossal blooms. Pkt. 25c.

### Mile-High Yellow

Larger than Swiss Yellows. Dark blotch. Pkt. 25c.

### Swiss Blue

Center darker. Pkt. 20c.

### Swiss Reds

Shades of red. Pkt. 20c.

### Swiss Yellow

Canary Yellow. Pkt. 20c.

### Swiss White

Giant pure White. Pkt. 20c.

### Swiss Mixed

Swiss Giants. Splendid mixture. 20c.

### Specials

(Alike or Assorted)

Five or more 25c Pkts. at 20c each.

Five or more 20c Pkts. at 15c each.

### Delightfully

### Different

### Catalogue

Ask for free copy before you plant that Victory Garden.

Write Right Now

**J. D. Long Seed Co.**

Box F

Boulder, Colorado

